



Uptown Whittier Improvement Association

REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS FIRM – PROPOSALS DUE THURSDAY MARCH 8TH, 2018

The Uptown Whittier Association (UWIA), a public benefit non-profit corporation, which serves as the administrator of the Uptown Whittier Community Benefit District (CBD), is seeking a professional services contractor to provide public relations for the Association and its activities.

The contract period shall commence on or around April 1, 2018 and end on March 31, 2019, with options for renewal and extensions for up to a 3-year period. The contract amount shall not exceed \$5,000 (five thousand dollars) per month for that period of time and could be adjusted based upon the level and quality of work performed.

The selected public relations firm shall be responsible for:

- Developing a strategic public relations, outreach, and advertising plan for the UWIA (in consultation with UWIA leadership)
- Promoting introduction of new public spaces in the Uptown district;
- Promoting special events and ongoing media relations for new development and business activities on behalf of the Association occurring in Uptown Whittier;
- Working with the UWIA staff on social media outreach efforts (i.e., Facebook, Twitter, Instagram, Pinterest, etc.);
- Working on the development of videos that promote the UWIA;
- Work with the web manager to regularly update the website;
- Developing relations with local and national print media and television media;
- Responding to the media about issues that might arise within the district;
- Providing talking points for media coverage; and
- Writing and distribute press releases on any issues affecting the UWIA, etc.
- Developing advertising placement;
-

The PR Firm will work directly with the Executive Director, his/her designee, the Chair of the District Identity Committee and the Committee as a whole.

Interested parties responding to this proposal shall include past and existing work on business districts, CBDs or BIDs in Southern California, including at least 3 references. PR firms within a 120-mile radius of Whittier shall be considered eligible for this RFP. Four copies of a response, each in a sealed envelope, shall include a strategic plan outlining the scope of work listed above, and shall be submitted to the Association office by 5:00 p.m., Thursday, March 8th, 2018 to:

Mr. Marco Li Mandri, Interim Director, Uptown Whittier Improvement Association

c/o New City America, 710 W. Ivy Street, San Diego, CA 92101

Or e-mail to responses and proposals to:

Marco Li Mandri, Interim Director at: marco@newcityamerica.com,

Any or all proposals may be rejected or accepted for any reason deemed appropriate by the Board of Directors. For more information, please contact Marco Li Mandri, Interim Director to the Board, at 888 356-2726.